

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Marketing Anniversary Edition
 Author: Burrow Copyright: 2004
 ISBN: 0-538-43576-3 Course/Content Area: Vocational and Career Education;
Marketing Program; Principles of Marketing
 Intended Grade or Level: 9-12 Readability Level: 10.5 (Flesch Kincaid)
 List Price: 64.95 Lowest Wholesale Price: 48.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Dedicated web site keeps the class current and linked to major marketing events
- Addresses topics such as marketing technology and the Internet, global marketing, ethics, and customer service
- DECA Prep features, career awareness through CorporateView, and global marketing features are integrated throughout

Student Experiences

- Unique marketing profile features connect students with real marketing professionals and a variety of marketing careers
- Math skills are developed and reinforced throughout the text in end-of-chapter Marketing Math Workshops

Assessment

Marketing integrates the full range of DECA competencies for competitive event preparation. It takes advantage of the dynamic and interactive world of marketing today and allows students to experience this first-hand. Built around the National Marketing Education foundations and functions of marketing, this text focuses on professional development, customer service, and technology as the keys to success. With a dedicated web site, new video, updated Internet activities, and contemporary design, Marketing is exciting plus informative!

Organization

Chapter 1 Marketing Today, Chapter 2 Marketing Impacts Society, Chapter 3 Marketing Begins with Economics, Chapter 4 The Basics of Marketing, Chapter 5 Using Marketing Research, Chapter 6 Marketing Begins with Customers, Chapter 7 Competition is Everywhere, Chapter 8 Marketing For e-commerce, Chapter 9 The Marketing Strategy, Chapter 10 Develop a New Product, Chapter 11 Services Need Marketing, Chapter 12 Purchase Products for Resale, Chapter 13 Get the Product to Customers, Chapter 14 Determining the Best Price, Chapter 15 Developing the Promotional Mix, Chapter 16 Be Creative with Advertising, Chapter 17 Selling Satisfies the Customer, Chapter 18 Marketing in the Global Economy, Chapter 19 Managing Risks, Chapter 20 Marketing Requires Money, Chapter 21 What is Entrepreneurship?, Chapter 22 Take Control with Management, Chapter 23 Careers in Marketing

Resource Materials

Gratis Items To Be Provided And Under What Conditions

ExamView Pro CD (0-53843233-0) Free 1 per teacher
Teacher's Wraparound Edition (0-538-43762-6) Free 1 per teacher
Instructor's Resource Box (0-53843234-9) Free 1 per teacher
Instructor's Resource CD (0-538-43237-3) Free 1 per teacher

Available Ancillary Materials

Chapter Tests (0-538-43236-5)
Activities and Study Guide (0-538-43235-7)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Marketing—Anniversary Edition		Cost \$48.00	
Publisher: Thomson Learning/South Western			
Item Evaluated: Textbook and Supplemental Materials			
Copyright Date: 2004		Evaluator: Victoria Rollins	
Content Level: 9-12		Date of Evaluation: 7/28/03	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="checked" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Marketing—Anniversary Edition		Publisher: Thomson Learning/South Western
Technology Management Summary Data:	20 possible points	_____0_____ points earned
Technology Management Comments: CNN video and discussion guide were not submitted for review. Reviewer did not find any “Stand Alone/Independent or Integrated Software for Business” for student use.		
Technology Presentation/Interface Summary Data:	40 possible points	_____0_____ points earned
Technology Presentation/Interface Comments: CNN video and discussion guide were not submitted for review. Reviewer did not find any “Stand Alone/Independent or Integrated Software for Business” for student use. Instructor’s resource CD was not available for review.		
Content Summary Data:	44 possible points	_____44_____ points earned
Content Comments: This textbook and supplemental materials appear up-to-date and include the following: Student Edition, Instructor’s Wraparound Edition, Activities and Study Guide, Chapter Tests, Exam View CD and and Instructor’s Resource Box.		
Instruction & Management Summary Data	52 possible points	_____52_____ points earned
Instruction & Management Comments: This textbook captures student interest and features many opportunities for student learning. Activities are provided that allow for a variety of assessments. The chapter ends with a DECA written competitive event that seem too complex to complete.		
Organization & Structure Summary Data	36 possible points	_____34_____ points earned
Organization & Structure Comments: This textbook is centered around the National Marketing Education foundations and functions which correspond to our skills standards testing and includes case studies, technology features, internet activities, math preps, law and ethics and assessments.		
Resource Material Summary Data	40 possible points	_____26_____ points earned
Resource Material Comments: Reviewer did not have access to the instructor’s resource CD or the CNN video and discussion guide. The Exam View Pro allows for on-line (internet-based) testing and ability to create online study guides.		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain _____

Type of Software: Check all that apply	_____ Simulation	_____ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
_____ Exploratory	_____ Creativity	_____ Drill and Practice	_____ Critical Thinking	_____ Utility	_____ Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	
Allows students to exit and resume at a later time.	
Keeps a students performance record, where needed.	
Allows control of various aspects of the software (e.g., turning sound off).	
Allows for printed reports.	
Comments: CNN video and discussion guide not submitted for review. Did not find any "Stand Alone/Independent or Integrated Software for Business" for student use.	Total 0

Presentation/Interface	Rating
Presents material in an organized manner.	
Has consistent, easy-to-use, on-screen instructions.	
Has developmentally correct presentation format.	
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	
Accessible for special needs students.	
Runs smoothly, without long delays.	
Presents easy-to-view text and graphics.	
Presents easy-to-hear and understand sounds.	
Avoids unnecessary screens, sounds, and graphics.	
Provides immediate, appropriate feedback.	
Comments: CNN video and discussion guide not submitted for review. Did not find any "Stand Alone/Independent or Integrated Software for Business" for student use.	Total 0

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: This textbook and supplemental materials include the following: Student Edition, Instructor's Wraparound Edition, Activities and Study Guide, Chapter Tests, Exam View CD, and an Instructor's Resource Box. Also listed as supplemental materials but <u>not submitted</u> for review, are a CNN video and discussion guide and an Instructor's Resource CD that includes lesson plans, PowerPoint slides, Marketing Planning Guide, and the National Marketing Education Curriculum Correlations. Materials appear to be up-to-date and useable in the marketing classroom.	Total 44

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment			Rating
Identifies a Sense of Purpose			4
Builds on Student Ideals			4
Engages Students			4
Develops Business Ideas			4
Promotes Student Thinking			4
Assesses Student Progress			4
Enhances The Learning Environment			4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.			4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided			4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.			4
Includes activities and opportunities for integration of technology.			4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)			4
Differentiation techniques and activities suggested.			4
Comments: This textbook captures student interest and features many opportunities for student learning. Activities are provided that allow for a variety of assessments. There is no suggested rubric for CATS “like” assessments. The textbook advertises as “the most comprehensive DECA preparation” and ends the chapter with a DECA written competitive event that relates to the concepts discussed in the chapter. However, these tasks seem too complex to complete by students enrolled in the 18 week course.			Total 52
Rating Scale:	3 – Some potential for learning	1 - Not present	
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable	

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	3
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: This textbook is centered around the National Marketing Education foundations and functions which correspond to our skills standards testing. Each chapter is organized to provide case studies, technology features, internet activities, math preps, law and ethics, and	Total
Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	2
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	2
Online resources available – Repeat of information in text.	1
Online resources available – Practice skills only.	1
Online resources available – New application materials.	1
Comments: Reviewer did not have access to the instructor's resource CD or the CNN video and discussion guide. In addition to the activities and study guide there were a variety of "Teaching Tools" booklets on technology, test preparation and study skills, block scheduling, involving parents and the community, international business, diverse populations and learning styles, ethics, communications, distance learning, business math, and alternative assessment. The Exam View Pro allows for on-line (internet-based) testing and ability to create online study guides.	Total 26

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable